

CTC NEWSLETTER

*Career Transition Center
George P. Shultz National Foreign Affairs Training Center
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THERE'S MORE TO NETWORKING THAN ACHIEVING PERSONAL GAIN

*- by Barbara Moses, published in CareerJournal.com,
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Have you met many good networkers lately? Me neither.

These days, networking is recognized as a life-management skill, but only a small percentage of professionals and managers are at ease with it, and even fewer could be described as skilled. Many are awkward or obnoxious when attempting to make connections.

This discomfort and clumsiness comes partly from not understanding basic networking mechanics. They ask, "What am I supposed to do? Accost everyone I meet and say: 'Hi. My name is . . . and I'm a customer-service-driven, team-building marketing professional specializing in the hospitality sector'?"

Others are uncomfortable because they feel that networking means "using" people or being insincere. At times, they are. "I'm so sick of people who call to network only when they're worried about their

job," says a director of training. "Or who insist they want to discuss something of mutual benefit when I know there's nothing in it for me and that they only want to get work from me."

What's Your View of Networking?

What does networking mean to you? Do you have a picture of wooden-looking professionals in suits rushing to pass out business cards and impress higher-ups? In fact, most people who receive cards in this way don't ever look at them again. Admittedly, meeting and delivering a personal spiel to top decision-makers is one aspect of networking, but most good networkers do this infrequently. Indeed, they're status-blind and network comfortably at all levels.

Another typical networking scenario is meeting as many people as possible and asking them for information about their field, the

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**HAPPY
LABOR
DAY!**

*"Worry not that no one knows of you;
seek to be worth knowing."*

- Confucius

names of others or for additional assistance. But notice how this activity is a one-way street. Most great networkers I know spend far more time helping others than seeking personal benefit.

As one consultant and extraordinary networker once told me, "I've been very blessed in my work. So it's up to me to give freely and as much as I can."

Bad Networking

People who receive frequent networking requests agree on typical no-no's and irritants. Do you see yourself in any of the following networking types?

The socially tone deaf: After meeting you at a

party, this person sticks to you like glue for the entire evening, picking your brain about your business and contacts or endlessly describing his or her services and how they can benefit you. These incessant networkers can't imagine meeting anyone, anywhere, without pitching them.

The ingrate: This person takes hours of your time and never sends a thank-you note. Later, you hear that one of your suggestions helped him or her land a job.

The infomercial actor: This may be the most egregious networking type. After calling to ask for help, they provide a blow-by-blow description of their accomplishments over the past 30 years. Just when you think a lobotomy would be preferable to listening any longer, you're asked a question. But as you start to respond, they interrupt with, "and one more thing I did that was hugely successful...."

The robot: This unimaginative type has rehearsed for hours, knows the drill and sticks to the script ("I'm a proven leader in...."). They ask exactly 25 questions and ask for exactly 10 names of possible leads.

The social climber: They confuse a contact's level with his or her capacity to be helpful, so they want to meet only senior people. However, unless such job hunters are seeking high-level work, CEOs and other top executives are typically too far removed from the hiring process to be helpful. It's unlikely they would make a direct recommendation to hire the networker. At most, some doors might open, but that might cause resentment among managers forced to meet with the networker. In short, the whole strategy is likely to backfire.

The card collector: At a recent networking party I hosted for female colleagues, friends, and clients, everyone told stories and laughed except for an executive recruiter who was too busy

handing out and collecting cards to enjoy herself. While leaving, she commented, "This was fabulous. Look how many cards I have." We thought she missed the point. Needless to say, few of the party-goers returned her follow-up call.

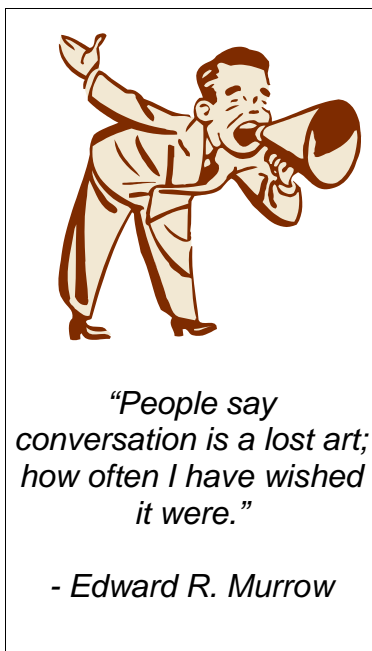
The fair-weather friend: These people call only when they need something from you. Otherwise you might as well be dead.

Good Networking

Good networkers are "wired" into a broad matrix that extends their connections beyond their immediate professional boundaries. They culti-

vate relationships with people who know how to get things done. Like good mentors, they are genuinely curious about people and what they think. They also enjoy bringing together interesting people and ideas, and they are as proud of making things happen for others as they are of how many people are listed in their personal organizers.

Skilled networkers don't view staying connected with others as networking. Instead, they see their interactions as exchanging information: They learn something from and pass on something to



EDITOR'S NOTES

the other person. The best networkers rarely expect a personal payoff. Many, in fact, are only "paying forward" to someone else in need instead of paying back the person who originally helped. In short, they've benefited from their contacts' kindness and help, so they seek opportunities to be generous to others and hope they'll do the same.

In good networking, there's always a mutual connection. Done well, networking is like graceful dancing. Both parties are stimulated by the interaction. No one feels used. At its best, the interaction produces a deeply satisfying emotional and intellectual connection. Done poorly, it's exceptionally off-putting.

Networking is as much a cognitive skill as an interpersonal one. Adept networkers are huge information synthesizers who can see connections that aren't obvious between people, things and ideas. From the initial presenting issue, they can identify a higher idea the other person might not have seen and make creative referrals. In other words, they're idea generators.

Don't wait to network until you attend your next so-called networking event. Instead, seek opportunities everywhere and think about them altruistically. To borrow a phrase, "ask not what your network can do for you, but what you can do for it."

-- Dr. Moses is author of *"What Next? The Complete Guide to Taking Control of Your Working Life,"* from which this article has been excerpted (DK Publishing Inc., 2003). She is the president of *BBM Human Resource Consultants Inc.*, an international career-management-consulting firm headquartered in Toronto.



"You can make more friends in two months by becoming interested in other people than you can in two years by trying to get people interested in you."

- Dale Carnegie

Here are some more sources of information on networking:

Books

Anne Baber and Lynne Waymon

Make Your Contacts Count: Networking Know-How for Cash, Clients, and Career Success

Networking experts outline why and how contacts count; how to hone networking skills; and where and how to network. Excellent resource.

Donna Fisher, Sandy Vilas, and Marilyn Hermance

Power Networking (Second Edition): 59 Secrets for Personal & Professional Success

Helps the reader conduct a networking self-assessment; offers 59 hints for improvement of networks and networking skills

Mark Granovetter

Getting A Job: A Study of Contacts and Careers

A sociologist's study and explanation of how people get jobs through informal networks.

Ronald Krannich and Caryl Krannich

Dynamite Networking For Dynamite Jobs

Examines interpersonal, telephone, and electronic networking for getting job leads, interviews, and job offers. Includes informational interviews, cold calls, follow-ups, sample dialogues, and using telephones, faxes, and the Internet.

Rob Sullivan

Getting Your Foot in the Door When You Don't Have a Leg to Stand On

A successful headhunter shares insights and techniques that he learned from working with job hunters at all levels. He presents expert advice, case studies, and strategies for getting the interview, then the qualities and skills most likely to

convince employers of one's abilities.

E-Articles

"The Brand Called You" by Tom Peters

- Management guru Peters makes the connection between commercial branding and job-seeker/networker branding. An older article, but good.
- www.fastcompany.cpm/mangazine/10/brandyou.html

"Personal Branding Sets You Apart From the Crowd" by Denise Lang

- Another article about determining - and marketing - your worth. You must subscribe to this website to get the article, but subscription is free.
- www.boomercareer.com/members/login.cfm?hpage=194print.cfm

"Introduce Yourself with a Personal Commercial" by Ronda J. Ormont

- Another take on the 30-second summary from the Wall Street Journal's Career Journal.
- www.careerjournal.com/jobhunting/strategies/20010426-ormont.html

"Using Key Marketing Tools to Position Yourself on the Job Market" by Randall S. Hansen

- Think of yourself as a product. The four Ps of marketing, as applied to you: Product, Promotion, Place, Price
- www.quintcareers.com/jobseeker_marketing_tools.html

"Learn to Become a Natural Networker" by Lisa Klein and Brenda Shull

- What keeps us from networking. Management skills that are also networking skills
- www.careerjournal.com/jobhunting/networking/19991012-klein.html

"Staying Networked" by Rebecca Zucker

- How to maintain your network once it is established.
- www.wetfeet.com/asp/article.asp?aid=514&atype=Job_Hunting_Strategies

A host of articles about networking from the self-declared "Mingling Maven."

- www.susanroane.com/free.html
- "The Do's and Don'ts of Networking Success" by Denise Lang
- Seven steps to getting started and five no-no's. You must subscribe to this website to get the article, but subscription is free.
- www.boomercareer.com/members/login.cfm?hpage=270print.cfm

"Networking Strategies for Shy Professionals" by Judy Rosemarin

- Help for those who equate networking with torture.
- www.careerjournal.com/jobhunting/networking/20030211-rosemarin.html

"Structured Groups Can Help If You Missed Networking 101" by Barbara Mende

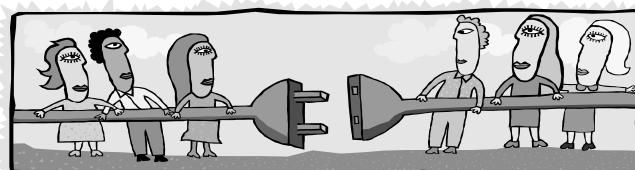
- www.careerjournal.com/jobhunting/networking/20030513-mende.html

"A Guide to Finding Structured-Networking Groups" by Barbara Mende

- www.careerjournal.com/jobhunting/networking/20030513-mende2.html
- Both articles are for job seekers who need helping getting their networks started.

"Networking without the Wine and Cheese" by Shannon Henry

- New networking system in DC at www.LinkedIn.com
- www.washingtonpost.com/ac2/wp-dyn/A18526-2004Jan14?language=printer



*"Accepting good advice increases
one's own ability."*

- Johann Wolfgang von Goethe

Local Networking Groups

The Creative Network - www.justshowup.com

DC Web Women - www.dcwebwomen.org

Euronet DC - www.euronetdc.com

Federal City Council - www.federalcitycouncil.org

Execunet - www.execunet.com

- Offers networking groups all over the country. You can search for meetings in your area by region or by state.

The Falls Church Episcopal Church - www.jobsmintistry.org/default.htm

- A jobs ministry that is open to all.
- They have a number of good resources online (including links to many area employers), job search courses, an office open 4 hours a day, and meetings.

The Five O'clock Club - www.fiveoclockclub.com

40 Plus of Greater Washington - www.40plus-dc.org

Greater Washington Board of Trade - www.bot.org

Greater Washington Research Center - www.gwrc.org/

High Technology Council of Maryland - www.mdhitech.org/

McCarthy & Company - www.careertran.com

- An Arlington firm that deals in career transition and they are the regional hosts for ExecuNet meetings.
- They describe their "Executive Network Group" meetings in Tysons Corner as excellent venues for networking, learning, and circulating your resume. At some of their meet-

ings you can use the "30 Second Summary" (aka elevator speech) that you practiced with us!

- Participation costs approx. \$40 per meeting.

Northern Virginia Roundtable - http://knowledgeway.org/milestones/orgs/nv_roundtable.html

Northern Virginia Technology Council - www.nvtc.org

Washington International Trade Association - www.wita.org

Washington Network Group - www.washingtonnetworkgroup.com

Women in International Security - <http://wiis.georgetown.edu>

Women in International Trade - www.wiit.org

National Networking Groups

American Association of Retired People - www.aarp.org

American Business Women's Association - www.abwa.org

American Council on Germany - www.acgusa.org/

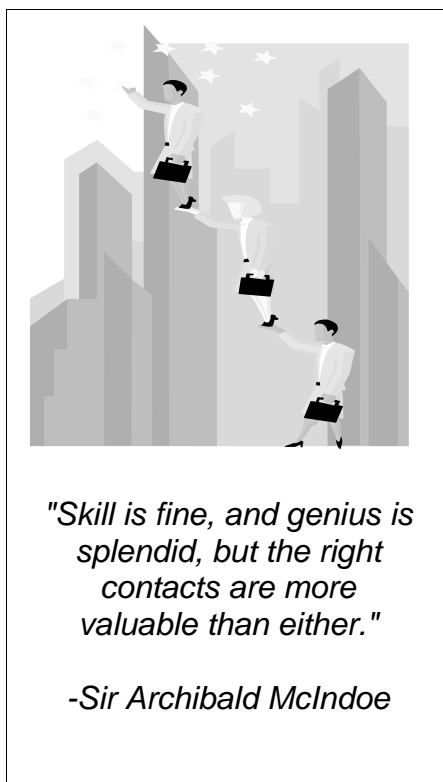
American Foreign Service Association - www.afsa.org

Association for Diplomatic Studies & Training - www.adst.org

Association for Women in Computing - www.womenintechnology.org

British-American Business Council - www.babc.org

Citizens Network for Foreign Affairs - www.cnfa



com

Civitan International - www.civitaninternational.com

Foreign Policy Association (Great Decisions) - www.fpa.org

Forty Plus - www.40plus.org/chapters/index.htm

- An organization dedicated to helping managers, executives and other professionals over 40 years of age find jobs. It is self-operated and funded by members, alumni and contributions from other nonprofits.
- Chapters in nine states

French-American Chamber of Commerce - www.faccphila.org

Friendship Force International - www.friendshipforce.org

German American Chamber of Commerce - www.gaccsouth.com

Italy-America Chamber of Commerce - www.italchamber.org

Kiwanis Club - www.kiwanis.org

League of Women Voters - www.lwv.org

Lions Clubs International - www.lionsclubs.org

National Association for the Advancement of Colored People - www.naacp.org

National Association of Female Executives - www.nafe.com

National Conference for Community & Justice - www.nccj.org

National Council for International Visitors – www.exchanges.state.gov/education/ivp/

Optimist International - www.optimist.org

Rotary International - www.rotary.org

Sister Cities International - www.sister-cities.org

Toastmasters International - www.toastmasters.org

United Nations Association of the USA - www.unausa.org

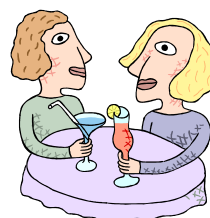
U.S. Chamber of Commerce - www.uschamber.com

Veterans of Foreign Wars - www.vfw.org

World Affairs Councils of America - www.worldaffairscouncils.org

"The best time to make friends is before you need them."

~ Ethel Barrymore



JOB LEADS



Networking rules!!

Respondents to the 2002 JSP survey answered the question, *"In seeking employment, what resources did you find valuable?"* as

follows:

Networking = 75%

CTC newsletter & job leads = 47%

Internet = 20%

Classified ads = 22%

Other = 5%

Networking Still Rules!

No Big Surprise was that networking still rules as the most useful tool in the job search. The resources 2004 respondents found most valuable in their job searches were networking (44.1%) and our CTC job leads (16.7%). 52.5% of the employed respondents had found their current

job through networking and 11.9% through CTC job leads. Further proof of graduates' active networking was that 70.2% are participating in churches, clubs, and other organizations; 51.8% are volunteering in the U.S. or overseas; and 42.6% have continued their education.

Your Existing Contact Network

Everyone has contacts. Life would be impossible without them. Your existing contact network may not contain decision-makers in the organizations you are targeting for your next step, but a few, carefully selected people from the list you will create below, may be useful as starting contacts on which to build your Career Contact Network.

Former Employers

Past Associates

Professional Association Contacts

Friends and Relatives

Neighbors

Business Owners

Salespeople

Consultants

Bankers

Lawyers / Accountants

College Associates/Alumni/Alumnae

Doctors / Dentists

Insurance

Real Estate Agents

Clergy

Community Leaders

Club Members

Common Interests Associates

Met While Traveling

"A candle loses nothing of its light by lighting another candle."

- James Keller



ATTENTION JSP GRADS!



JSP Follow-up Meetings

There will be 2 JSP Follow-up Meetings in September. Join us to discuss your job search progress and share information!

The Follow-up Meetings will be held at 10:00 a.m. in the Shultz Center on these dates:

September 14 – Room C-3108

September 28 – Room C-3108

2004 SURVEY RESULTS NOW IN!!

In 2002 85% of JSP graduates had worked for compensation since their retirement. In 2004, the percentage declined to 70%!

Less may be working now, but they are returning to work more quickly after retirement. In 2002 35% had taken a job within their first 3 months of retirement, but in 2004 56% had jumped right back into the frying pan.

The large numbers working part-time or part of the year changed very little — 69% in 2002 and 71% in 2004.

38% of 2004 respondents have worked as a WAE or been otherwise employed by the USG. In 2002 25% had worked as a WAE. 70% of the 2004 respondents who have worked report that they are doing the same or similar work to the

work they did for the USG. But, as is 2002, some brave souls had ventured out into new territory:

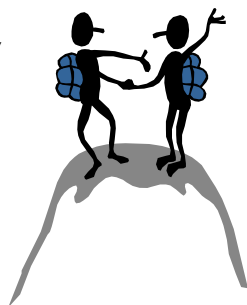
	2002	2004
Private sector	30%	27%
NPO/NGO/association	15%	10%
Self-employed/Consultant	23%	20%

Next Job Fair

The next CTC Job Fair will be held on October 27, 2004.

"If a man does not make new acquaintances as he advances through life, he will soon find himself left alone."

- Samuel Johnson



"The first glimpse of a man's character is in the words he speaks, the stories he tells, and how he presents himself."

- Mac Saddinger
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